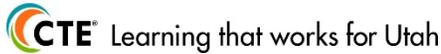


# Utah Career and Technical Education Career Pathway

## 2019-2020 School Year



**CTSO Information**  
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

FBLA is the CTSO for students in the Accounting and Financial Operations Career Pathway. FBLA provides students with opportunities for leadership, community involvement, and career development.

**Workforce Trends**  
 Accountants, those with a CPA, continue to be in demand in both public and private industry audit and tax specialties. Demand is especially high in the tax and healthcare areas.

In Utah, the average annual employment growth rate for accountants and auditors is 3.3 percent through the year 2026.

### Career Cluster: Business, Finance & Marketing

#### Career Pathway: Accounting & Financial Operations

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
32.02.00.00.010	<a href="#">Accounting 1</a>	.50	1.00 credit
32.02.00.00.020	<a href="#">Accounting 2</a>	.50	
32.02.00.00.030	<a href="#">Advanced Accounting</a>	1.00	
ELECTIVE COURSES			
32.02.00.00.110	<a href="#">Business Communication 1</a>	.50	2.00 credits
32.02.00.00.111	<a href="#">Business Communication 2</a>	.50	
32.02.00.00.130	<a href="#">Business Law</a>	.50	
32.02.00.00.140	<a href="#">Business Management</a>	.50	
32.01.00.00.001	<a href="#">Business Math and Personal Finance **</a>	1.00	
32.02.00.00.216	<a href="#">Business Office Specialist</a>	.50	
32.02.00.00.200	<a href="#">Economics</a>	.50	
32.02.00.00.070	<a href="#">Exploring Business and Marketing</a>	.50	
37.01.00.00.220	<a href="#">Real Estate</a>	.50	
37.01.00.00.240	<a href="#">Retailing</a>	.50	
41.00.00.00.050	<a href="#">CTE Internship</a>	.50	3.00 credits for completion
41.00.00.00.030	<a href="#">Workplace Skills</a>	.50	

\*\* This course satisfies the .50 Financial Literacy requirement.  
 Foundation courses taken beyond the required credits can be used as elective credit.

**Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.**

**Accounting & Financial Operations is:**  
 > In-demand

**Sample Occupations Requiring:**  
[High School Diploma](#)  
 > Accounting and Audit Clerk  
 > Bookkeeper  
 > Tax Preparer

[Certificate](#)  
 > N/A

[Assoc. or Technical Degree](#)  
 > N/A

[Baccalaureate Degree](#)  
 > Accountant  
 > Auditor  
 > Career and Technical Education Teacher  
 > Financial Manager  
 > Loan Officer  
 > Tax Examiner

[Graduate or Prof. Degree](#)  
 > Certified Public Accountant

**Student Testimonial**  
 "Because of my CTE Internship, I am going to be more prepared when I go into the field of accounting. I will be able to understand and apply it to real hands-on learning experiences. To be taught and learn some of the basics of QuickBooks and apply it by doing real accounting for business and people has been an amazing learning experience."  
 Brayden Austin

### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

<b>12th Grade</b>	<b>1-Year Certificate</b>	<b>2-Year Associate or Technical Degree</b>	<b>4-Year Bachelor's Degree</b>	<b>More Graduate or Prof. Degree</b>
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain.  In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions.  In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

**Utah Business and Industry Facts**  
 In Utah, a Certified Public Accountant (CPA) must have a master's degree in accounting and be licensed. The license must be renewed every two years.  
 According to the Utah Department of Workforce Services, the median hourly wage for an experienced auditor and an accountant is \$30.22.

**UtahFutures: College and Career Planning**  
 Visit [UtahFutures.org](http://UtahFutures.org) to explore occupations, search salary projections, access labor market information, investigate training options, and to create a plan.

Visit [UtahCTE.org](http://UtahCTE.org) to access high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

**CTE Credentials of Value**  
 In 2017-2018, 112,867 CTE Skill Certifications were awarded to secondary students and 19,189 third-party certifications were earned by secondary students.

In 2017-2018, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 87 percent.

# Utah Career and Technical Education Career Pathway

## 2019-2020 School Year



**CTSO Information**  
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.  
 Students who participate in the Consumer Service and Management Career Pathway choose among the following CTSOs, depending upon what is available at their school.  
 DECA | FBLA | FCCLA

**Workforce Trends**  
 During the next decade a growing number of personal financial advisors will be needed to assist the millions of workers who are expected to retire.  
 In Utah, the average annual employment growth rate for personal financial advisors is 2.4 percent through the year 2026.

### Career Cluster: Business, Finance & Marketing

#### Career Pathway: Customer Service & Management

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
37.01.00.00.025	<a href="#">Customer Service</a>	.50	1.00 credit
32.02.00.00.200	<a href="#">Economics</a>	.50	
ELECTIVE COURSES			
32.02.00.00.010	<a href="#">Accounting 1</a>	.50	2.00 credits
32.02.00.00.140	<a href="#">Business Management</a>	.50	
32.01.00.00.001	<a href="#">Business Math and Personal Finance **</a>	1.00	
32.02.00.00.220	<a href="#">Entrepreneurship</a>	.50	
37.01.00.00.240	<a href="#">Retailing</a>	.50	
41.00.00.00.050	<a href="#">CTE Internship</a>	.50	
41.00.00.00.030	<a href="#">Workplace Skills</a>	.50	
<b>3.00 credits for completion</b>			

\*\* This course satisfies the .50 Financial Literacy requirement.

**Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.**

**Consumer Service & Management is:**  
 > In-demand

**Sample Occupations Requiring:**  
High School Diploma  
 > Claims Correspondence Clerk  
 > Credit Checkers  
 > Customer Services Representative

Certificate  
 > N/A

Assoc. or Technical Degree  
 > Account Representative  
 > Consumer Advocate  
 > Dispute Resolution Analyst

Baccalaureate Degree  
 > Budget Analyst  
 > Career and Technical Education Teacher  
 > Credit Counselor  
 > Financial Manager  
 > Personal Financial Advisor

Graduate or Prof. Degree  
 > Economist

**Student Testimonial**  
 "Taking Business Management sparked my interest to pursue a business degree. Currently, I hold a management position at Utah's Hogle Zoo while obtaining my Master of Business Administration (MBA). Taking advantage of the CTE program ultimately helped to pinpoint my career trajectory."  
 Andrew Nadauld

### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

**Utah Business and Industry Facts**  
 Economists are found in state and federal businesses throughout Utah. According to the Utah Department of Workforce Services, the annual median salary of an economist is \$78,260.

**UtahFutures: College and Career Planning**

Visit [UtahFutures.org](http://UtahFutures.org) to explore occupations, search salary projections, access labor market information, investigate training options, and to create a plan.

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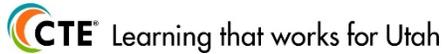
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# Utah Career and Technical Education Career Pathway

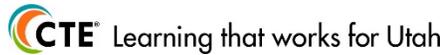
## 2019-2020 School Year



<p><b>CTSO Information</b> Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.</p> <p>FBLA is the CTSO for students in the Entrepreneurship Career Pathway. FBLA provides students with opportunities for leadership, community involvement, and career development.</p> <p><b>Workforce Trends</b> There are 23 million small businesses in the U.S., with women owning about 9.1 million.</p> <p>To be an entrepreneur you don't need to be a certain age. A lot of teens are successful entrepreneurs. The U.S. Small Business Administration (SBA) has a <a href="#">Young Entrepreneur</a> webpage to help teens start, grow, and own a business.</p>	<h3 style="margin: 0;">Career Cluster: Business, Finance &amp; Marketing</h3> <h4 style="margin: 0;">Career Pathway: Entrepreneurship</h4> <table border="1" style="width: 100%; border-collapse: collapse; margin: 10px 0;"> <thead> <tr style="background-color: #00a6c9; color: white;"> <th style="width: 15%;">CORE CODE</th> <th style="width: 55%;">FOUNDATION COURSES (required)</th> <th style="width: 15%;">CREDITS</th> <th style="width: 15%;"></th> </tr> </thead> <tbody> <tr> <td>32.02.00.00.130</td> <td><a href="#">Business Law</a></td> <td>.50</td> <td rowspan="3" style="text-align: center; vertical-align: middle;">1.50 credits</td> </tr> <tr> <td>32.02.00.00.140</td> <td><a href="#">Business Management</a></td> <td>.50</td> </tr> <tr> <td>32.02.00.00.220</td> <td><a href="#">Entrepreneurship</a></td> <td>.50</td> </tr> <tr style="background-color: #00a6c9; color: white;"> <th colspan="4" style="text-align: center;">ELECTIVE COURSES</th> </tr> <tr> <td>32.02.00.00.010</td> <td><a href="#">Accounting 1</a></td> <td>.50</td> <td rowspan="15" style="text-align: center; vertical-align: middle;">1.50 credits</td> </tr> <tr> <td>32.02.00.00.110</td> <td><a href="#">Business Communication 1</a></td> <td>.50</td> </tr> <tr> <td>32.02.00.00.111</td> <td><a href="#">Business Communication 2</a></td> <td>.50</td> </tr> <tr> <td>37.01.00.00.025</td> <td><a href="#">Customer Service</a></td> <td>.50</td> </tr> <tr> <td>32.02.00.00.150</td> <td><a href="#">Digital Business Applications</a></td> <td>.50</td> </tr> <tr> <td>32.02.00.00.070</td> <td><a href="#">Exploring Business and Marketing</a></td> <td>.50</td> </tr> <tr> <td>37.01.00.00.150</td> <td><a href="#">Leadership Principles 1</a></td> <td>.50</td> </tr> <tr> <td>37.01.00.00.155</td> <td><a href="#">Leadership Principles 2</a></td> <td>.50</td> </tr> <tr> <td>37.01.00.00.165</td> <td><a href="#">Marketing 1</a></td> <td>.50</td> </tr> <tr> <td>37.01.00.00.260</td> <td><a href="#">Sports and Entertainment Marketing</a></td> <td>.50</td> </tr> <tr> <td>35.02.00.00.060</td> <td><a href="#">Web Development 1</a></td> <td>.50</td> </tr> <tr> <td>35.02.00.00.065</td> <td><a href="#">Web Development 2</a></td> <td>.50</td> </tr> <tr> <td>41.00.00.00.050</td> <td><a href="#">CTE Internship</a></td> <td>.50</td> </tr> <tr> <td>41.00.00.00.030</td> <td><a href="#">Workplace Skills</a></td> <td>.50</td> </tr> <tr> <td colspan="3" style="text-align: center;"><b>3.00 credits for completion</b></td> <td></td> </tr> </tbody> </table> <p style="font-size: small; text-align: center;">Foundation courses taken beyond the required credits can be used as elective credit.</p> <p style="text-align: center;"><b>Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.</b></p>	CORE CODE	FOUNDATION COURSES (required)	CREDITS		32.02.00.00.130	<a href="#">Business Law</a>	.50	1.50 credits	32.02.00.00.140	<a href="#">Business Management</a>	.50	32.02.00.00.220	<a href="#">Entrepreneurship</a>	.50	ELECTIVE COURSES				32.02.00.00.010	<a href="#">Accounting 1</a>	.50	1.50 credits	32.02.00.00.110	<a href="#">Business Communication 1</a>	.50	32.02.00.00.111	<a href="#">Business Communication 2</a>	.50	37.01.00.00.025	<a href="#">Customer Service</a>	.50	32.02.00.00.150	<a href="#">Digital Business Applications</a>	.50	32.02.00.00.070	<a href="#">Exploring Business and Marketing</a>	.50	37.01.00.00.150	<a href="#">Leadership Principles 1</a>	.50	37.01.00.00.155	<a href="#">Leadership Principles 2</a>	.50	37.01.00.00.165	<a href="#">Marketing 1</a>	.50	37.01.00.00.260	<a href="#">Sports and Entertainment Marketing</a>	.50	35.02.00.00.060	<a href="#">Web Development 1</a>	.50	35.02.00.00.065	<a href="#">Web Development 2</a>	.50	41.00.00.00.050	<a href="#">CTE Internship</a>	.50	41.00.00.00.030	<a href="#">Workplace Skills</a>	.50	<b>3.00 credits for completion</b>				<p><b>Entrepreneurship is:</b></p> <ul style="list-style-type: none"> <li>&gt; High-skill</li> <li>&gt; High-wage</li> <li>&gt; In-demand</li> </ul> <p><b>Sample Occupations Requiring:</b></p> <p><a href="#">High School Diploma</a> &gt; Sales Representative</p> <p><a href="#">Certificate</a> &gt; N/A</p> <p><a href="#">Assoc. or Technical Degree</a> &gt; Web Developer</p> <p><a href="#">Baccalaureate Degree</a> &gt; Career and Technical Education Teacher &gt; General Manager &gt; Marketing Manager &gt; Management Analyst &gt; Operations Manager &gt; Sales Manager</p> <p><a href="#">Graduate or Prof. Degree</a> &gt; Business Administrator</p>
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# Utah Career and Technical Education Career Pathway

## 2019-2020 School Year



**CTSO Information**  
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

FBLA is the CTSO for students in the Office/Administrative Support Career Pathway. FBLA provides students with opportunities for leadership, community involvement, and career development.

**Workforce Trends**  
 According to the U.S. Department of Labor, secretaries and administrative assistants held about 4 million jobs in 2014, working in nearly every industry. This is one of the largest job categories in the U. S.

About 9 out of 10 secretaries work in firms providing services. These services range from education and health care to legal and business services.

### Career Cluster: Business, Finance & Marketing

#### Career Pathway: Office/Administrative Support

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
<i>Choose two of the following courses:</i>			
32.02.00.00.110	<a href="#">Business Communication 1</a>	.50	1.00 credit
32.02.00.00.216	<a href="#">Business Office Specialist</a>	.50	
32.02.00.00.150	<a href="#">Digital Business Applications</a>	.50	
37.01.00.00.001	<a href="#">Digital Marketing</a>	.50	
<b>ELECTIVE COURSES</b>			
35.01.00.00.040	<a href="#">A+ Computer Maintenance and Repair</a>	1.00	2.00 credits
32.02.00.00.010	<a href="#">Accounting 1</a>	.50	
32.02.00.00.111	<a href="#">Business Communication 2</a>	.50	
32.02.00.00.140	<a href="#">Business Management</a>	.50	
35.02.00.00.035	<a href="#">Computer Science Principles</a>	.50	
35.02.00.00.010	<a href="#">Digital Media 1</a>	.50	
32.02.00.00.070	<a href="#">Exploring Business and Marketing</a>	.50	
40.10.00.00.040	<a href="#">Digital Graphic Arts Introduction *</a>	.50	
35.02.00.00.060	<a href="#">Web Development 1</a>	.50	
35.02.00.00.065	<a href="#">Web Development 2</a>	.50	
41.00.00.00.050	<a href="#">CTE Internship</a>	.50	
41.00.00.00.030	<a href="#">Workplace Skills</a>	.50	
		<b>3.00 credits for completion</b>	

\* Course can be taken up to 1.00 credit  
 Foundation courses taken beyond the required credits can be used as elective credit.

**Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.**

**Office/Administrative Support is:**  
 > High-wage  
 > In-demand

**Sample Occupations Requiring:**  
**High School Diploma**  
 > Administrative Assistant  
 > Customer Service Rep.  
 > Executive Administrative Assistant  
 > Executive Secretary  
 > Legal Secretary  
 > Secretary

**Certificate**  
 > N/A

**Assoc. or Technical Degree**  
 > Desktop Publisher  
 > Legal Assistant/Paralegal

**Baccalaureate Degree**  
 > Career and Technical Education Teacher  
 > General and Operations Manager

**Graduate or Prof. Degree**  
 > Business Administrator

**Student Testimonial**

"The [Microsoft Office Specialist] certifications helped me land my current job at Lowe's Home Improvement. I am the manager there and perform all of the administrative functions. I do all of the accounting, book-keeping, data entry, and reporting. I'm using Microsoft Office daily, especially Excel."

Andrew McLay

### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
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**Utah Business and Industry Facts**

According to the Utah Department of Workforce Services, professional and business services makeup nearly 13 percent of Utah's employment base.

**UtahFutures: College and Career Planning**  
 Visit [UtahFutures.org](http://UtahFutures.org) to explore occupations, search salary projections, access labor market information, investigate training options, and to create a plan.

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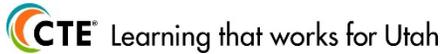
**CTE Credentials of Value**

In 2017-2018, 112,867 CTE Skill Certifications were awarded to secondary students and 19,189 third-party certifications were earned by secondary students.

In 2017-2018, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 87 percent.

# Utah Career and Technical Education Career Pathway

## 2019-2020 School Year



**CTSO Information**  
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

DECA is the CTSSO for students in the Marketing and Sales Career Pathway. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management.

**Workforce Trends**  
 In Utah, the average annual employment growth rate projected for market research analysts and marketing specialists is 6 percent through the year 2026.

The Utah Department of Workforce Services lists the median salary for a public relations specialist as \$52,360.

### Career Cluster: Business, Finance & Marketing

#### Career Pathway: Marketing & Sales

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
	<i>Choose two of the following courses:</i>		
37.01.00.00.001	<a href="#">Digital Marketing</a>	.50	1.00 credit
37.01.00.00.165	<a href="#">Marketing 1</a>	.50	
37.01.00.00.190	<a href="#">Marketing 2</a>	.50	
	ELECTIVE COURSES		
32.02.00.00.140	<a href="#">Business Management</a>	.50	2.00 credits
37.01.00.00.025	<a href="#">Customer Service</a>	.50	
32.02.00.00.200	<a href="#">Economics</a>	.50	
32.02.00.00.070	<a href="#">Exploring Business and Marketing</a>	.50	
34.01.00.00.145	<a href="#">Fashion Design Merchandising</a>	.50	
37.01.00.00.150	<a href="#">Leadership Principles 1</a>	.50	
37.01.00.00.155	<a href="#">Leadership Principles 2</a>	.50	
37.01.00.00.220	<a href="#">Real Estate</a>	.50	
37.01.00.00.240	<a href="#">Retailing</a>	.50	
37.01.00.00.260	<a href="#">Sports and Entertainment Marketing</a>	.50	
41.00.00.00.050	<a href="#">CTE Internship</a>	.50	
41.00.00.00.030	<a href="#">Workplace Skills</a>	.50	
		<b>3.00 credits for completion</b>	

Foundation courses taken beyond the required credits can be used as elective credit.

**Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.**

**Marketing & Sales is:**  
 > High-wage  
 > In-demand

**Sample Occupations Requiring:**  
[High School Diploma](#)  
 > Advertising Sales Agent  
[Certificate](#)  
 > N/A  
[Assoc. or Technical Degree](#)  
 > N/A  
[Baccalaureate Degree](#)  
 > Art Director  
 > Career and Technical Education Teacher  
 > Editor  
 > Graphic Designer  
 > Marketing Manager  
 > Market Research Analyst  
 > Marketing Specialist  
 > Public Relations Specialist  
 > Sales Manager

[Graduate or Prof. Degree](#)  
 > Marketing Director  
 > Statistician  
 > Survey Researcher

**Student Testimonial**

"The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career. These classes have prepared me for my future career and have also given me life skills that will help me achieve my goals and dreams."

Rory James Pollard

### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

**Utah Business and Industry Facts**

In 2017, CNBC ranked Provo, Ogden, and Salt Lake City as one of the top twenty best places to start a business. Each metro area was hailed as a small-business hot spot.

According to the Utah Business magazine, the top three public relations firms in Utah are: Fusion 360, Penna Powers, and Method Communications.

**UtahFutures: College and Career Planning**

Visit [UtahFutures.org](#) to explore occupations, search salary projections, access labor market information, investigate training options, and to create a plan.

Visit [UtahCTE.org](#) to access high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

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